



Harbour Marketing International (H.M.I)

## Company profile

Your partner for: Laboratory world  
[www.hmilab.nl](http://www.hmilab.nl)

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# Harbour Marketing International (H.M.I)

## Introduction

Harbour Marketing International (H.M.I.) Company is a 100% locally-owned company established in 2014 by the Bardqiman family. H.M.I. has gained great trust relationship with all of its valuable buyers and has become one of the reliable General Trading companies in Kurdistan.

H.M.I. has been and still is involved in dealing in General Trading activities with a specialization in high quality laboratory equipment. Within the stabilization of the Kurdish region everything is becoming more in demand, from consumer products to industrial/medical machinery. H.M.I. is able to meet the customer's needs due to the General Trading activities pursued.

During the last years, H.M.I. was involved heavily in dealing with the neighbor and European countries in the same industry, accordingly, a great success was achieved which could be seen continuing and progressing more and more.

We are very keen interested to work with your company. We wish that we can work together and give new dimension to our business for mutual benefits and having received your valued trade enquiries/orders/suggestions. For any other detail or Information please feel free to contact us.

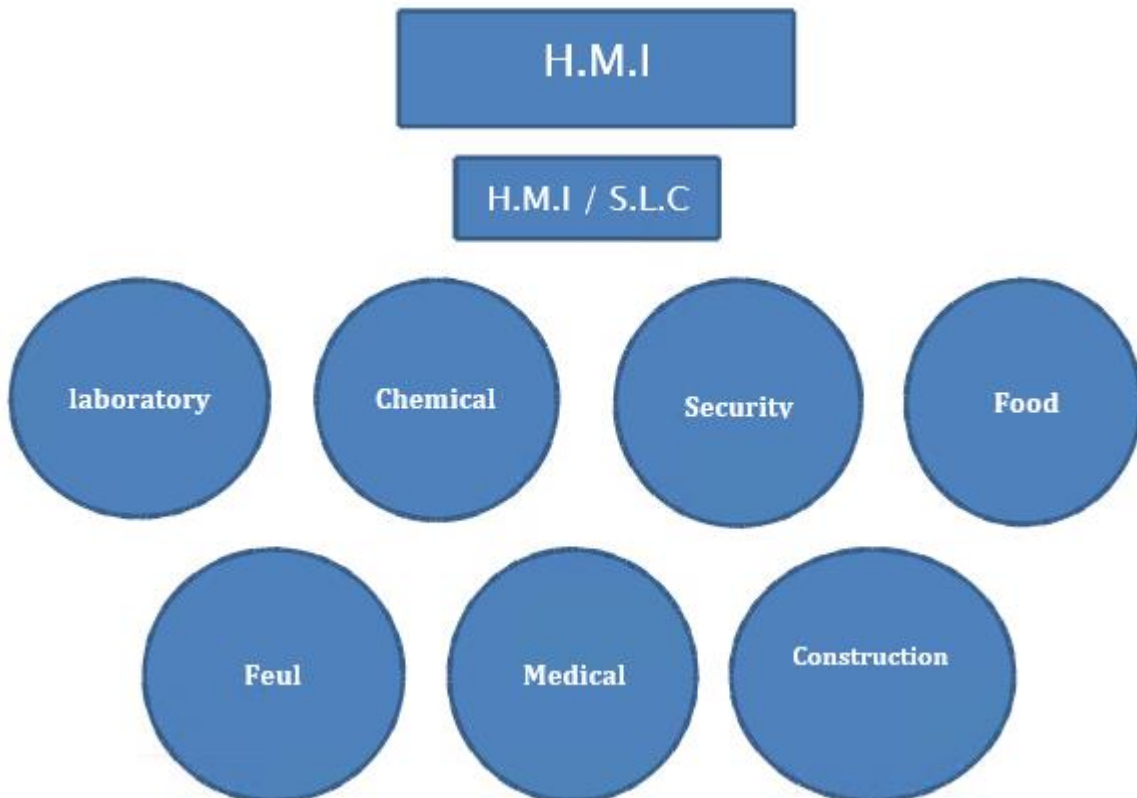


# Harbour Marketing International (H.M.I)

## Company Structure

This is really a very interesting aspect of our company. This is a group of 2 companies. H.M.I and S.L.C .

Administration of the company is run under different names as well as country & product specific we have also different marketing faces, which have their own set of specialized staff to look out the needs of these marketing phases. The names were floated by the company to overcome the complex taxation schemes of Iraq government.





## Laboratory

### Activities

- (1) Supply of Laboratory Equipments & Instruments.
- (2) Supply of Laboratory Chemicals & Culture Media.
- (3) Supply of Bulk Chemicals, Acids, Solvents, Minerals & Other Rare Bulk Chemicals..
- (4) Supply of Glassware's & Plastic wares.
- (5) Supply of Miscellaneous Laboratory & Industrial Items.
- (6) To provide complete technical information & application methodology to our customers.

### Products Applications

#### Academic:

- (A) Research Institutes and Education Institutes and the University
- (B) Public Health Care: Water supply, Waste water disposal, Pollution control.

#### Industries:

- (A) Oil and Gas Industries
- (B) Cement Industries
- (C) Power Projects (Thermal Power Stations, Hydro Power Projects)
- (D) Metal Industries
- (E) Food, Beverages and Dairy Products including Oil Industry
- (F) Agriculture such as Biofertilizers
- (G) Casting Industries (Ferrous, Non Ferrous & Sand Casting Foundries)
- (H) Power Projects (Thermal Power Stations, Hydro Power Projects)
- (I) Electroplating (Zinc, Chrome & Nickel)



## Chemical

H.M.I. has been serving the scientific community with the largest range of Laboratory Fine Chemicals & Dehydrated Culture Media since 2014. We insist upon the superior quality and fastest service to enhance the trust of our valued customers.

H.M.I. is presently marketing over 9000 products. The Trust and belief of our customers make us more responsible in aspect of quality. The Quality Control and R & D departments of our manufacturer are equipped with ultra-modern facilities to extract the best of it therefore we provide Quality with Quantity to fulfill the growing expectation of our customers.

In one sentence if you would define H.M.I. - It's a single stop solution for all of your laboratory needs.

## Security COMMUNICATIONS

Our communications solutions utilize equipment selected to withstand the harsh environment of rural Iraq and that also offer flexibility and durability. It has a standard warranty of one year, and spare parts are readily available in Iraq. Furthermore, H.M.I. can provide local support and maintenance contracts for client operations in Iraq ensuring smooth operations of mission critical communications.

Communications between the Regional Operations Centre and Your teams

As the Operations Room is currently 50km to 100km from your proposed area of operations H.M.I will employ a repeater in conjunction with our standard VHF radio to cover the distance.

### Inter-vehicle communications

Inter vehicle communication between the team's poses no problems with the currently issued equipment when used in your area of operations,

### Interpersonal communications

To allow ease of communication and as an aid to security when dispersed across any site all security personnel will carry a personal radio.

### Back-up Communications

To ensure redundancy to the communications the team will carry Thuraya and GSM phones on the local networks.



# Harbour Marketing International (H.M.I)

## VEHICLE/TEAM TRACKING

H.M.I. employs Track 24 TM and Astra tracking systems. All devices are monitored 24/7 by each of the systems Operations Centres. Both systems provide all users with an alerting facility. Should the device be triggered it initiates an immediate phone call to H.M.I. Centre establishing 2 way voice communications and simultaneously generates a GPRS / SMS message to our infrastructure.

In the Northern region primary monitoring is provided by our Regional Operations Centre based in Erbil. This will assume responsibility for the first line response along pr-determined lines if an incident were to occur.

## Food

H.M.I a wholly owned subsidiary of Bardqiman family, has been active in Kurdistan since 2004 H.M.I. is a very strong broad line retailer with nearly 10,000 different articles in their own stock or partners, the supply of fresh and frozen meat, fresh produce, dairy products, processed foods, beverages, chemicals, paper and restaurant equipment. H.M.I. customers include retail and convenience stores, resorts, hotels, private clubs, restaurants, hospitals, government facilities and related organizations, yachts and crew on board.

## Mission:

H.M.I. committed to sourcing the quality of food products on a global basis for our clients and provide them with the highest level of service.

## Core values:

We create value for our customers by timely and competitive quality products combined with exceptional service. Our Value is based on broad general and deep special knowledge and experience, extensive resources and capabilities, a flexible and agile culture, and cost-effective procurement. Using a wide variety of feedbacks, we constantly challenge ourselves to provide maximum value for our customers.

## Community:

We appreciate the contributions that we receive from the Community and greater society in which we exist. We are determined to contribute to the Community, part of the blessings on us. We do this by committing resources of our company and our people towards making the world a better place.  
quality:

We always strive to market quality that meets or exceeds the expectations and needs of our partners. We take quality in every process we use exercise and instill it in every aspect of our relations. We measure our quality of satisfaction of our constituencies.  
integrity:

We operate our business with integrity. The company and its employees adhere to the highest standards of ethical conduct and principles. We aim to deal honestly, openly and without deception. We work hard to preserve and maintain superior business practices and to earn the confidence of all.



## Feul

### Service

#### **Secure Provider Portal**

Our intuitive portal allows you to access results and request consults from anywhere. Bi-Directional EMR Interfaces Less time maintaining charts and requisitioning orders means more time with your patients.

#### **Experienced Staff**

Direct access to our scientists allows your team to leverage years of experience.

#### **On-Site Specimen Collection Services**

Placement of a qualified LabSolutions specimen collector saves your staff valuable time.

#### **Flexible Reporting Preferences**

Customizable patient reports delivered when and where you want them

### Medical

H.M.I. is working with one of the top Local Pharmaceutical Distribution Companies in Iraq and engages in the distribution and marketing of pharmaceutical products and has supported this growth by proactively adding right products to its portfolio based on the growing Pharmaceutical market needs.

### Our Vision

Our vision is to be the best distributor and the best healthcare provider for the Iraqi patients, we shall be guided by the philosophy that the health of our people is the wealth of our nation, and this is our foremost motivation and satisfaction in conducting business.

### Our mission

Provide people locally with high quality healthcare products at affordable prices in order to improve accessibility to medicine and to provide employees an enabling environment that facilitates realization of their full potential.

### Our values

We accomplish our mission and pursue our vision by creating a culture of excellence and quality in our work, by fostering an environment of teamwork and collaboration within the organization, by instilling hard work and discipline among our employees, and by conducting our business in the best ethical way possible.

### Construction

H.M.I is a high quality company in the Iraqi market, both in Iraq and the Kurdistan Region of Iraq.

H.M.I. has success by providing the best quality for our customers in the construction industry.

Services at competitive costs, within initial promise timelines will try our company to create a highly efficient, responsive project implementation.

H.M.I. has access to a number of professionals in civil engineering, architect, electrical, mechanical and irrigation) and all construction activities are admitted performed by the most advanced machines in the market.





# Harbour Marketing International (H.M.I)

## Customers of Harbouw Marketing International

- Mass Group Holding
- Lafarge Iraq Cement
- Delta Cement
- Qaiwan Group
- Bezhan PetCo
- North Oil Company
  
- Komar University
- American University
- Kat asphalt
- Gulfkeyston





## Company Value

The world is changing all around us. To continue to thrive as a business over the next ten years and then , we must look ahead, understand the trends and forces that will shape our business in the future and move swiftly to prepare for what's to come. We must get ready for tomorrow today. That's what our vision is all about. It creates a long-term destination for our business and provides us with a "Roadmap" for winning together with our bottler partners.

## Our Winning Culture

Our Winning Culture defines the attitudes and behaviors that will be required of us to make our vision a reality.

## Live Our Values

Our value serves as a range of our actions and describe how we behave in the world.

Leadership: The courage to shape a better future

Collaboration: Leverage collective genius

Integrity: Be real

Accountability: If it is to be, it's up to me

Passion: Committed in heart and mind

Diversity: As inclusive as our brands

Quality: What we do, we do well

## Our Values

Commitment to Quality, Service & Integrity:

We embrace and uphold our company values of personal and professional ethics, honesty and trust.

Our commitment to quality is the core of our business.



# Harbour Marketing International (H.M.I)

## Company Policy

The company has always believed in QUALITY FIRST & hence sourcing of the products is based on “Prevention Is Better Than Cure” theory, which enables to forecast all unseen problems & maintain the High Quality Standards along with cost effectiveness. We believe in PROGRESSING with our VALUED CLIENTS & enrich our business with ETHICS.

## Mission & Vision

To be a GLOBAL BRAND by offering world-class, quality products to the INSTITUTES & INDUSTRIES at an affordable price.

Our Mission serves as the framework for our Roadmap and Guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth. Our Company is laboratory equipment suppliers, laboratory chemicals suppliers, chemical instruments suppliers, laboratory glassware suppliers, chemical plastic ware suppliers, filter paper suppliers, test sieves suppliers at weat EU and USA .

## We believe in 6 P's....

People: Be a great place to work where people are inspired to be the best they can be.

Portfolio: Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.

Partners: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.

Planet: Be a responsible citizen that makes a difference by helping build and support sustainable communities.

Profit: Maximize long-term return to shareowners while being mindful of our overall responsibilities.

Productivity: Be a highly effective, lean and fast-moving organization.

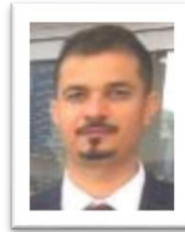


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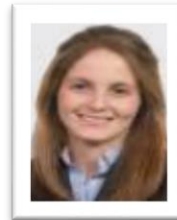
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